



DUTY STATEMENT

Classification: Information Officer I

Position Number: 101-5601-015

Division/Office/Section: Executive/Office of Public Affairs

Location: Sacramento

Effective Date:

Employee's Name:

Supervision Exercised: ☐ Yes ☒ No

Supervisor's Name: Christina Files

Collective Bargaining Identifier (CBID): RO1

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing if both appropriate) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools and equipment; complete assignments in a timely and efficient manner; and, adhere to department policies and procedures regarding attendance, leave, and conduct.

POSITION DESCRIPTION: Under the direction of the Information Officer II, the incumbent assists with developing the department's website to inform the public of the mission and activities of the department. The incumbent collaborates with division staff to develop compelling and engaging website content, edits department publications for consistency of style and correct grammar, helps in the design/formatting of infographics, reports, and fact sheets, and develops messages and talking points that are instrumental to the department's public information program. Responds to inquiries from the media and general public regarding CalRecycle programs, policies and actions.

ESSENTIAL FUNCTIONS

45% Website Content Development and Editing

- Collaborates with subject matter experts to produce well-researched content for CalRecycle's website to raise public awareness of CalRecycle's mission, activities, and accomplishments using communications design strategies, site map architecture, messaging development, image and video selection, and copyediting.
- Collaborates with subject matter experts to translate highly technical material into plain language for a non-technical audience.
- Employs modern web writing skills to draw readers in, including: targeting specific audience needs and desires; logical page organization; strong headlines and subheadings; and scannable, easy-to-understand content.
- Uses the department's style guide to ensure CalRecycle's website has a cohesive, branded look and feel.
- Organizes writing schedules and concurrent web page design projects to complete drafts of content or finished projects within deadlines.
- Ensures that all website content (including page designs, attached documents, images, and infographics) meet Website Content Accessibility Guidelines (WCAG).
- Facilitates communication between technical and non-technical staff to ensure complex needs of each group are represented and understood accurately.
- Continuously improves website user experience by creating wireframes, storyboards, sitemaps, and screen flows; developing personas and usage scenarios; analyzing user activity and feedback; and conducting usability testing.

20% Publications and Editing

- Conducts editorial review of scientific reports, printed publications, and web pages to ensure information is presented accurately, clearly, and with correct grammar.
- Performs research to determine and/or correct inaccuracies in grammar, correspondence development, layout, and journalistic style.
- Ensures finished products conform to CalRecycle's publications guidelines, as well as standards for placement in the public information domain.
- Coordinates publication of CalRecycle reports and studies, and manages online Publications Catalog.
- Posts OPA product such as news releases to website.
- Fields requests to use copyrighted CalRecycle publications and related materials.

20% Written Products and Messaging

- Drafts, reviews, and edits written content, including talking points, infographics, fact sheets, social media content, brochure copy, and articles for CalRecycle's blog and internal staff newsletter.

10% Media Inquiries

- Field inquiries from the media and general public regarding CalRecycle actions, programs, and priorities. Work with subject-matter experts to research the more complex issues and develop value-based messaging to accurately respond to media inquiries.

MARGINAL FUNCTIONS

5% Additional Tasks

- Supports OPA with additional tasks as needed. Travels within California as needed in support of media/outreach activities.

I have read and understood the duties and essential functions of the position and can perform these duties with or without reasonable accommodation:		Date:
Employee Signature:		
I certify that the above accurately represent the duties of the position:		Date:
Supervisor Signature:		
PERSONNEL USE ONLY: This personnel transaction has been reviewed and approved by:		
C&P Analyst:	Date Approved:	

SPECIAL REQUIREMENTS OF POSITION (IF ANY):

- ☐ Designated under Conflict of Interest Code.
- ☐ Duties performed may require annual physical.
- ☐ Duties require participation in the DMV Pull Notice Program (drives on state business 6 or more time per month).
- ☐ Requires the utilization of a self-contained breathing apparatus.*
- ☐ Operates heavy motorized vehicles.*
- ☐ Requires repetitive movement of heavy objects.*
- ☐ Performs other duties requiring high physical demand.* (Explain below)

*May require a pre-employment medical examination.

ESSENTIAL FUNCTIONS OF POSITION

- ☐ **VISION** – You must have sufficient vision to perform the following duties: identify resource requirements and prepare supporting materials; monitor all division contracts; develop training programs and examination planning; review legislation, prepare and initiate personnel transactions.
- ☐ **HEARING** – Your hearing must be sufficiently acute to perform following duties: perform phone consultations; take oral instructions from division management and personnel in other divisions
- ☐ **SPEECH** – You must have sufficient ability to speak to perform following duties: report budget, personnel, legislation, training, and administrative issues to management; speak on the phone; interact with division staff
- ☐ **CARDIAC/CIRCULATORY SYSTEM** – Your cardiac/circulatory system must be in sufficient condition to perform the following duties:
- ☐ **RESPIRATORY SYSTEM** - Your respiratory system must be in sufficient condition to perform these duties:
- ☐ **ORTHOPEDIC** – You must have the ability to use the following selected body parts – a. neck, b. shoulder, c. arm, d. elbow, e. wrist, f. hand, g. finger, h. spine, i. back, j. hip, k. leg, l. knee, m. ankle, n. foot, o. toe, to perform the following duties: use computer (a, b, c, d, e, f, g); attend meetings (h, i, j, k, l, m, n); and, use of appropriate body parts to perform other duties of this position
- ☐ **MANUAL DEXTERITY** – You must be able to perform the following duties involving manual dexterity: use the computer; telephone, calculator; FAX machine; drive vehicle to meetings, conferences workshops, etc.
- ☐ **BENDING, STOOPING, KNEELING** – You must be able to bend at the knee or waist, stoop, and kneel to perform the following duties:
- ☐ **SITTING OR STANDING** – You must be able to sit or stand for extended periods of time to perform the following duties: attend meetings, tour facilities, sit at desk for extended periods of time to perform division administrative duties that are mandatory for this position
- ☐ **LIFTING** – You must be able to lift up to pounds to perform the following duties:
- ☐ **CONCENTRATION** – You must be able to continuously concentrate to perform the following duties: develop division budget and work plans; research civil service classifications; analyze organizational structure; maintain and develop division administrative policies; develop priorities for use of division's line item expenditures; prioritize and monitor division contracts; develop and coordinate division training programs; review legislation
- ☐ **EQUILIBRIUM/BALANCE** – You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **LOSS OF AWARENESS OR CONSCIOUSNESS** - You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **CONTAGIOUS OR COMMUNICABLE DISEASE** - You must be able to perform the following duties in such a manner that you do not jeopardize the safety of others:
- ☐ **DRIVING OR OPERATING DANGEROUS EQUIPMENT** – You must be able to drive or operate dangerous equipment to perform the following duties:
- ☐ **Do you have any other physical or mental condition or limitation not listed above that prevent you from performing the essential functions of this position as described in this job description?**

EMPLOYEE CERTIFICATION

- ☐ Yes. I am able to perform all of the above listed essential functions of the position, and have no physical or mental condition or limitation that prevent or otherwise impair me from doing so.
- ☐ Yes, I am able to perform all of the above-listed essential functions of the position, but will require reasonable accommodation in order to do so.
- ☐ No, I am unable to perform one or more of the above-listed essential functions of the position, even with reasonable accommodation.
- ☐ I am not sure if I am able to perform on or more of the above-listed essential functions of the job.

Signature _____

Date _____